

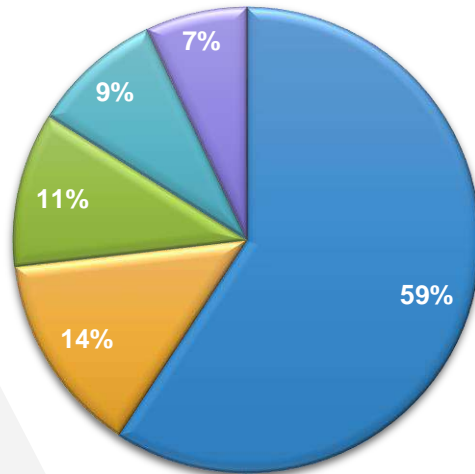
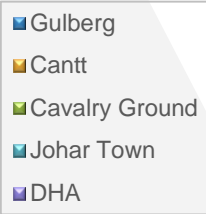


# Move MONTHLY Ratings Jan 2019

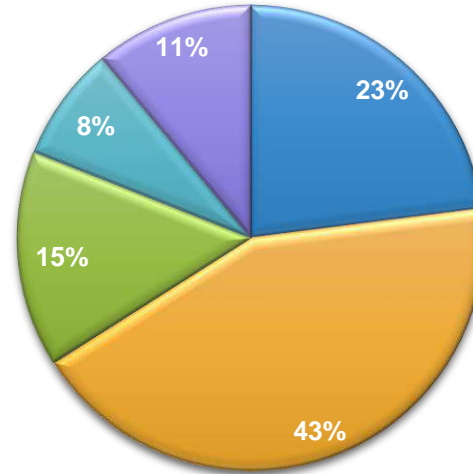


# Viewership Area wise %

## Lahore



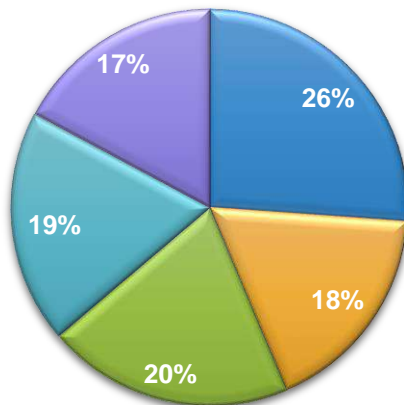
## Karachi



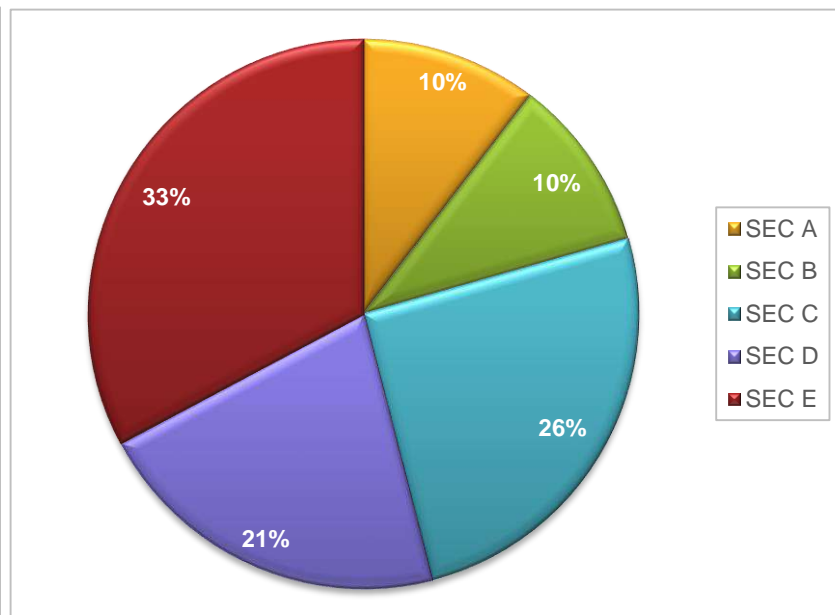
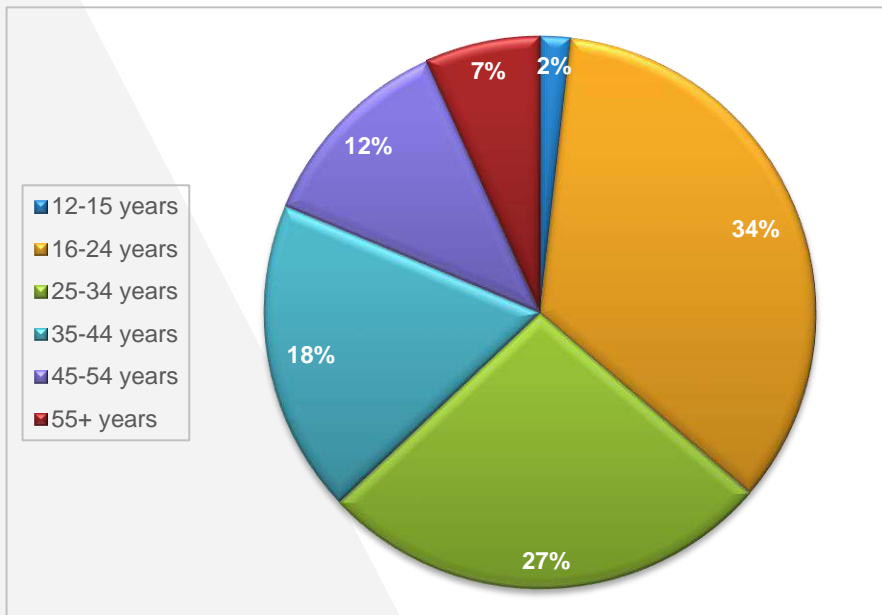
## Viewership Area wise %

### Rwp-Isb

- Commercial Market
- Sector F
- Muree Road
- Kashmir Highway
- Blue Area




# Target Group Share Ratings




# Top 10 Panels Karachi

| Rank | Location           | Medium       | Vendor  | Rating % |
|------|--------------------|--------------|---|----------|
| 1    | Najeab Center      | Wall Pasting | Champion  | 11.02    |
| 2    | Progressive Square | Wall Pasting | Sabir Sign  | 10.91    |
| 3    | Star Gate          | Wall Pasting | Al- Haramain  | 10.55    |
| 4    | National Stadium   | Wall Pasting | Ammar Ad<br> | 10.21    |
| 5    | Hassan Square      | Wall Pasting | Sagar Art   | 10.05    |
| 6    | III Swords         | Wall Pasting | MOA   | 9.81     |
| 7    | Gulf Tower         | Wall Pasting | Ammar Ad  | 9.77     |
| 8    | Ary cash & carry   | Wall Pasting | The Sign Media  | 9.11     |
| 9    | Ala Din Park       | Wall Pasting | SagarArt  | 8.99     |
| 10   | Johor Mor          | Wall Pasting | MOA   | 8.55     |

# Top 10 Panels Lahore

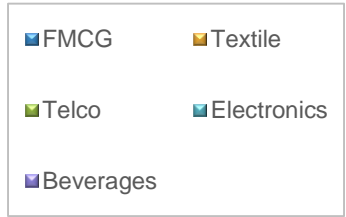
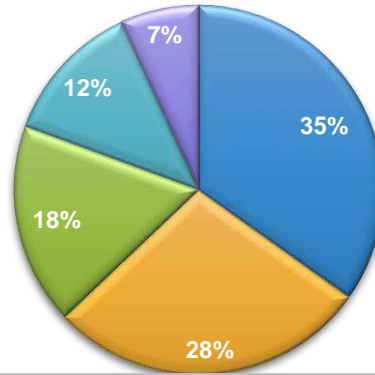
| Rank | Location                 | Medium    | Vendor   | Rating % |
|------|--------------------------|-----------|--|----------|
| 1    | Main Boulevard , Gulberg | Billboard | Hafiz Bro  | 10.77    |
| 2    | Mini Market              | Billboard | Flex-o-Sign  | 9.70     |
| 3    | Shalimar Hotel           | Billboard | Sahar Ad   | 9.70     |
| 4    | Eden Tower               | Billboard | Sahar Adv<br> | 9.61     |
| 5    | Muslim Town Mer          | Billboard | Hafiz Bro  | 9.11     |
| 6    | LOS                      | Billboard | AA   | 9.10     |
| 7    | Khalid Butt Chowk        | Billboard | Sign-o-Plus  | 8.77     |
| 8    | Sherpaou Bridge          | Billboard | Sahar Ad   | 8.14     |
| 9    | Jinnah Hospital          | Billboard | AA   | 7.15     |
| 10   | Walton Road              | Billboard | Hafiz Bro  | 6.99     |

# Top 10 Panels Rwp-Isb

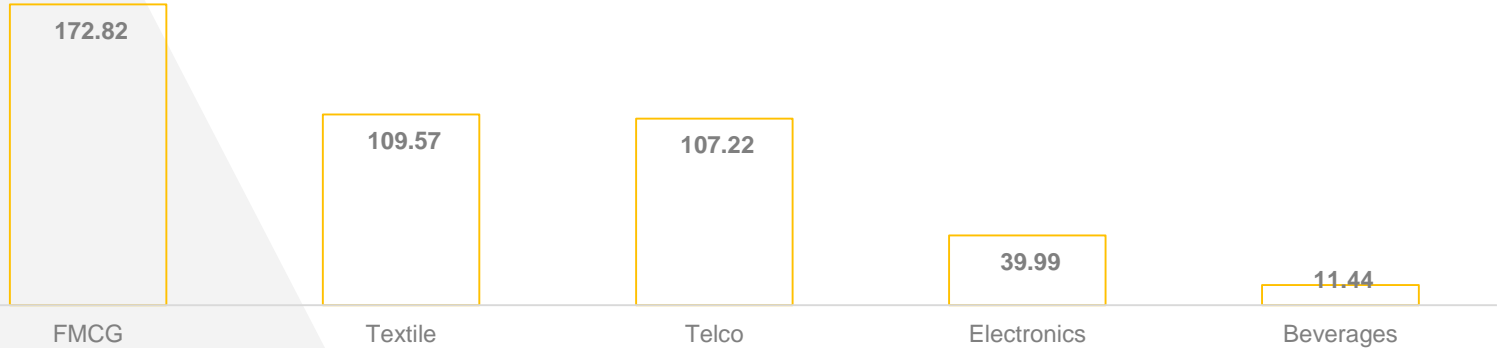
| Rank | Location        | Medium    | Vendor   | Rating % |
|------|-----------------|-----------|--|----------|
| 1    | Jinnah Park     | Billboard | Ad Net   | 8.77     |
| 2    | Katchray Chowk  | Billboard | Sign Pakistan  | 8.65     |
| 3    | I-9             | Billboard | Hafiz Bro  | 8.41     |
| 4    | Rawal Road      | Billboard | New Ad care<br> | 8.11     |
| 5    | F-7             | Billboard | Bright Media   | 8.00     |
| 6    | F-10 R/A        | Billboard | Sign Pakistan  | 7.71     |
| 7    | Raja bazar      | Billboard | Hafiz Bro  | 7.50     |
| 8    | Blue Area       | Billboard | MNK  | 6.60     |
| 9    | Islamabad Chowk | Billboard | Ad Sign  | 6.57     |
| 10   | F-10            | Billboard | Hafiz Bro  | 6.47     |

# Category Wise Summary

## Category Wise Spend



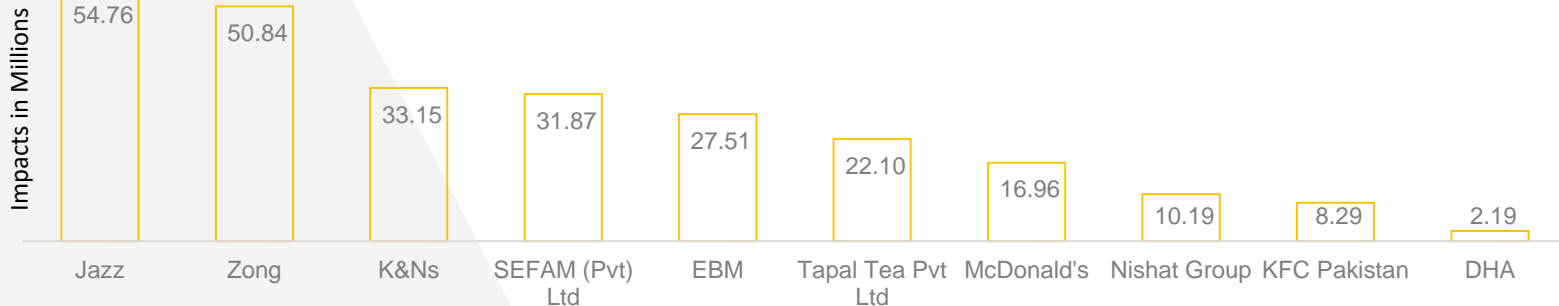
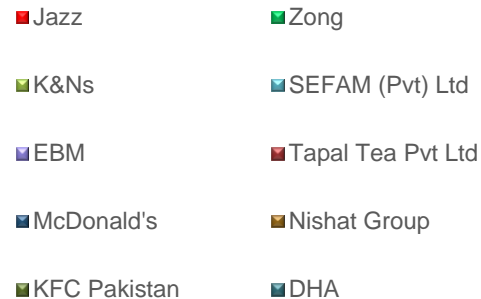
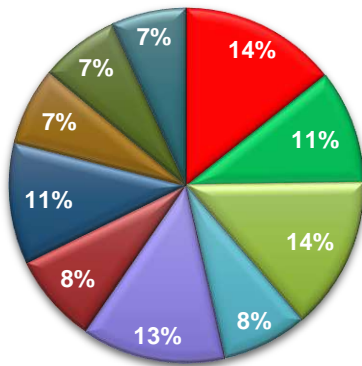
Category Impacts  
Millions





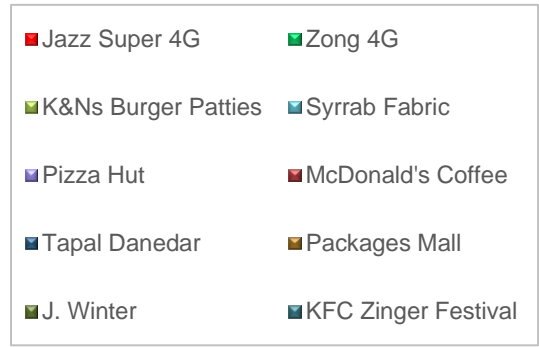
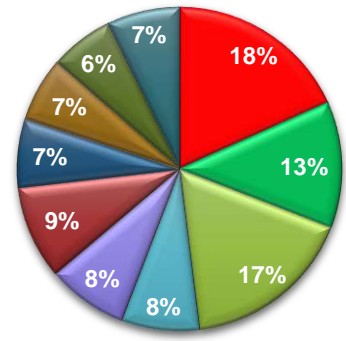
# Top 10 Advertisers

Relative Share of Spend

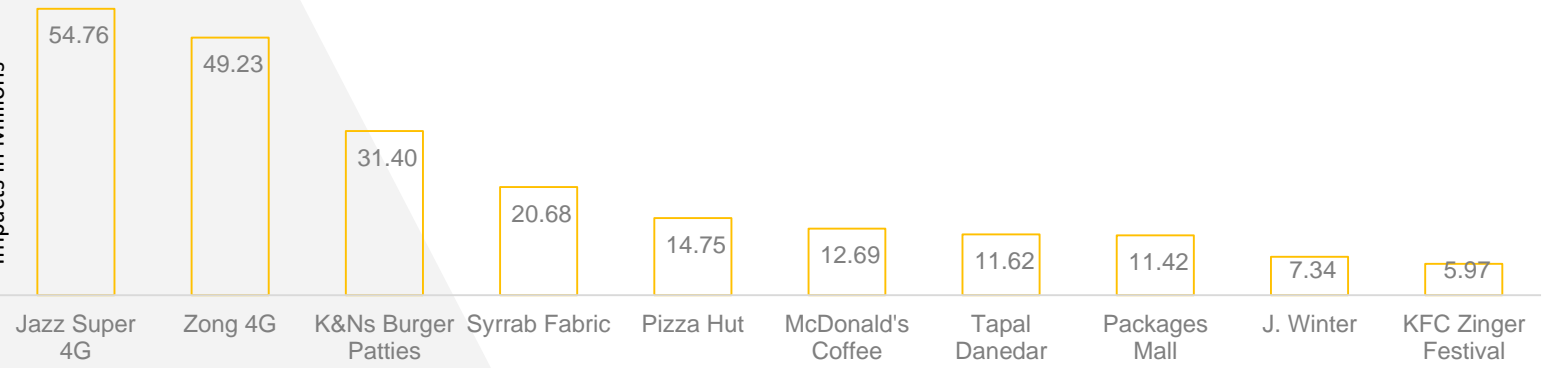


# Top 10 Brands

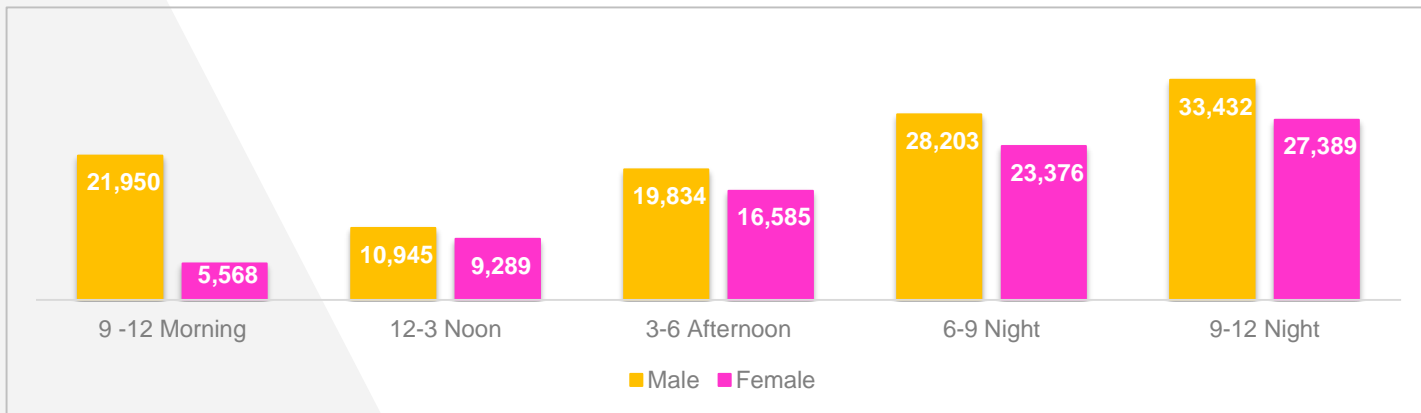
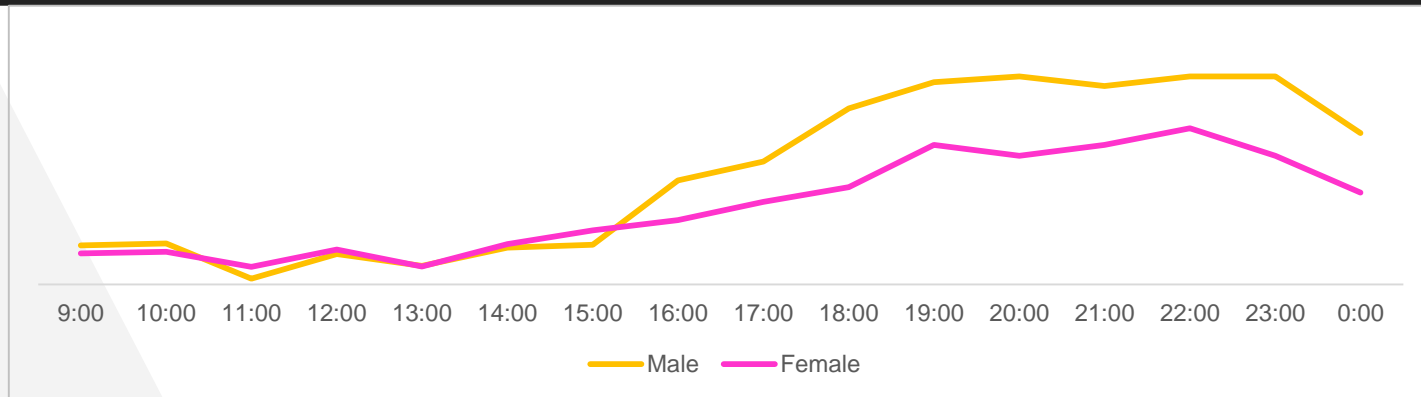
Relative Share of Spend



Impacts in Millions



# Digital OOH Medium (Time band Utilization)



# Top 00H Digital Mediums

## Top 3 Digital Panels(Lahore)

| Rank | Location             | Vendor               | Rating % |
|------|----------------------|----------------------|----------|
| 1    | Scheme Mor           | AA                   | 31.41    |
| 2    | Akbar Chowk          | Yellow Communication | 29.14    |
| 3    | Model Town Link Road | Yellow Communication | 25.47    |

## Top 3 Digital Streamers Locations(Lahore)

| Rank | Location        | Vendor     | Rating % |
|------|-----------------|------------|----------|
| 1    | MM Alam Road    | Digi prime | 17.44    |
| 2    | Noor Jehan Road | Chinab Ad  | 17.41    |
| 3    | Qarshi Lane     | MNK        | 16.98    |

THANK YOU!